



**Rivers Casino License Renewal Hearing**  
**May 5, 2011**



# Commitments Delivered



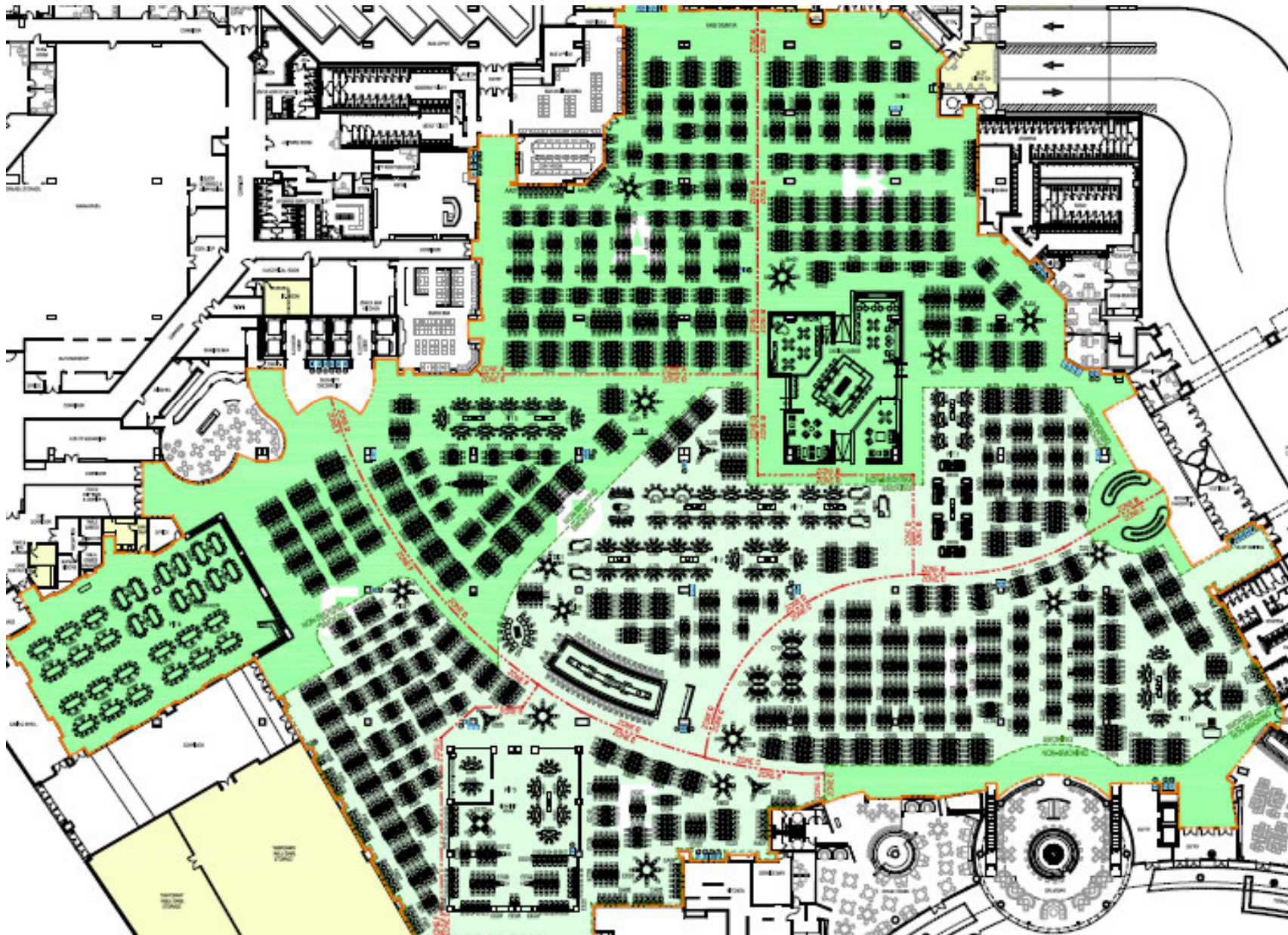


# Corey Plummer

VP of Gaming



# OP-5





# Gaming Floor

Before



After



# Post Table Games



## ■ Phase 1 – July 2010

- 2,954 slot units (higher win per unit, more tax revenue)
- 62 table games
- 24 poker tables

|             | Jul '10 -<br>Apr '11 | Sep '09 -<br>Jun '10 | Var      |
|-------------|----------------------|----------------------|----------|
| GTR WUD     | \$244                | \$200                | \$43     |
| Total Taxes | \$126.2 M            | \$98.6 M             | \$27.6 M |
| Monthly Avg | \$12.6 M             | \$9.9 M              | \$2.8 M  |

*Source Data - PGCB website, Apr 2011 - internal financials.  
Includes table games taxes*

## ■ Phase 2 – Q1 2011

- 2,954 slot units (remains the same)
- 15 additional table games (77 total)
- 6 additional poker tables (30 total)

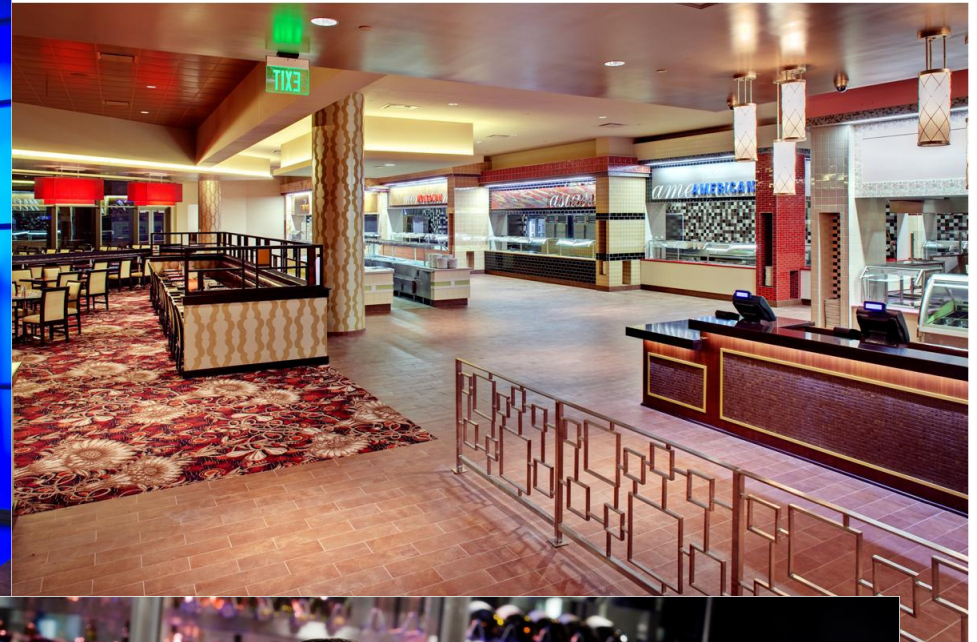


# Andrea Kleinrock

VP of Food & Beverage

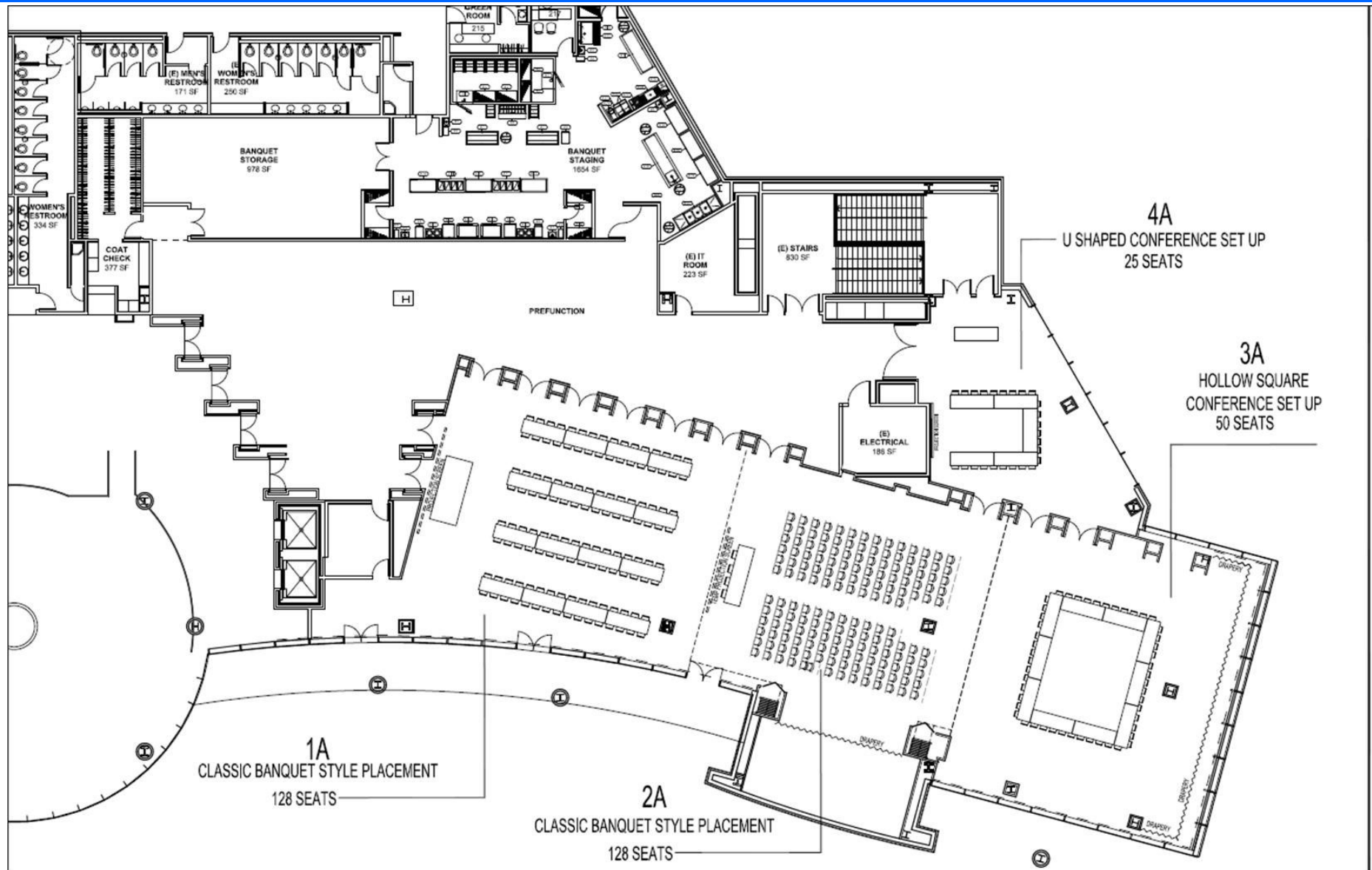


# Non Gaming Amenities



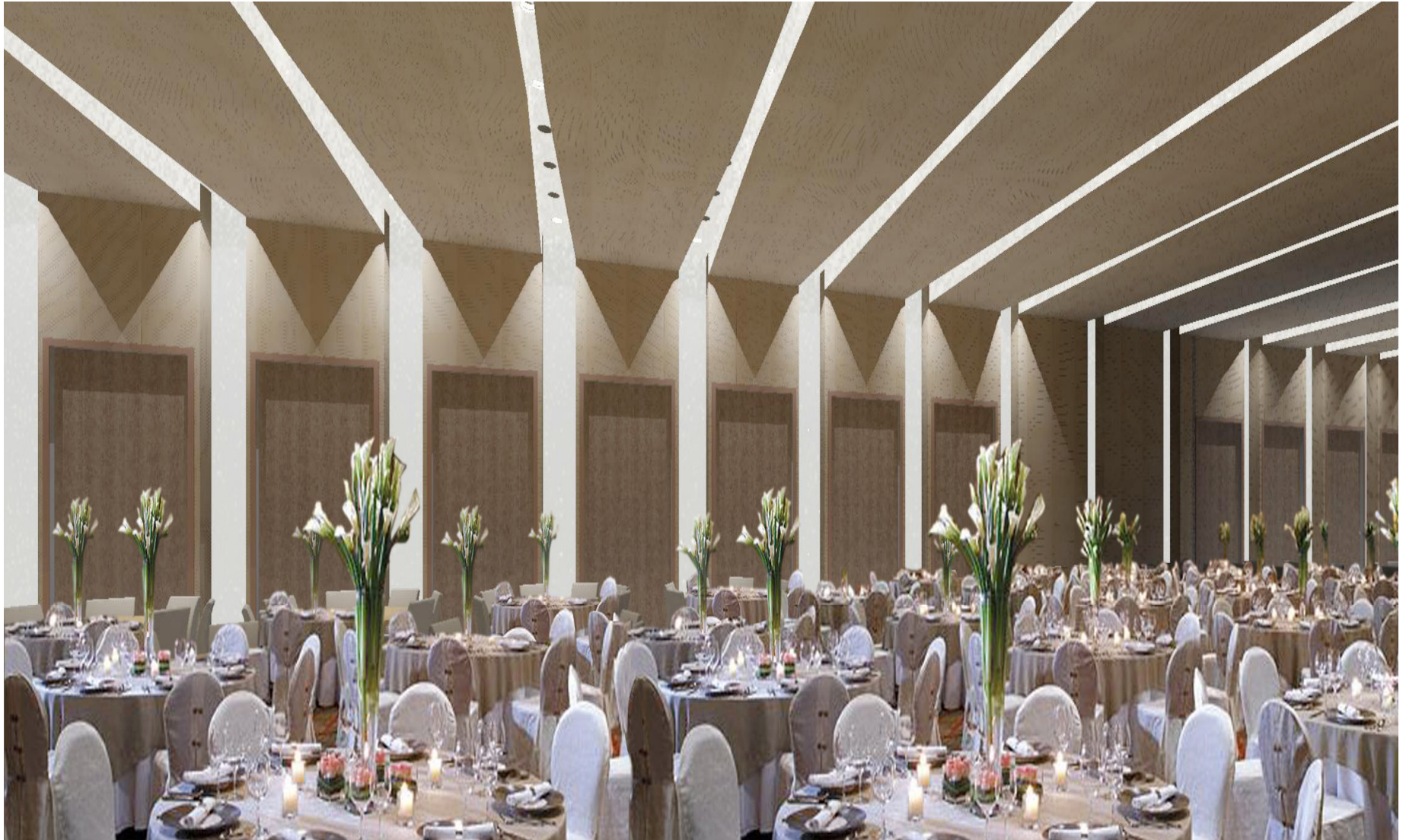


# 2011 Development - Banquet Space *Rivers* CASINO



# 2011 Development - Banquet Space *Rivers* CASINO

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# 2011 Development – Italian Concept

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# David Patent

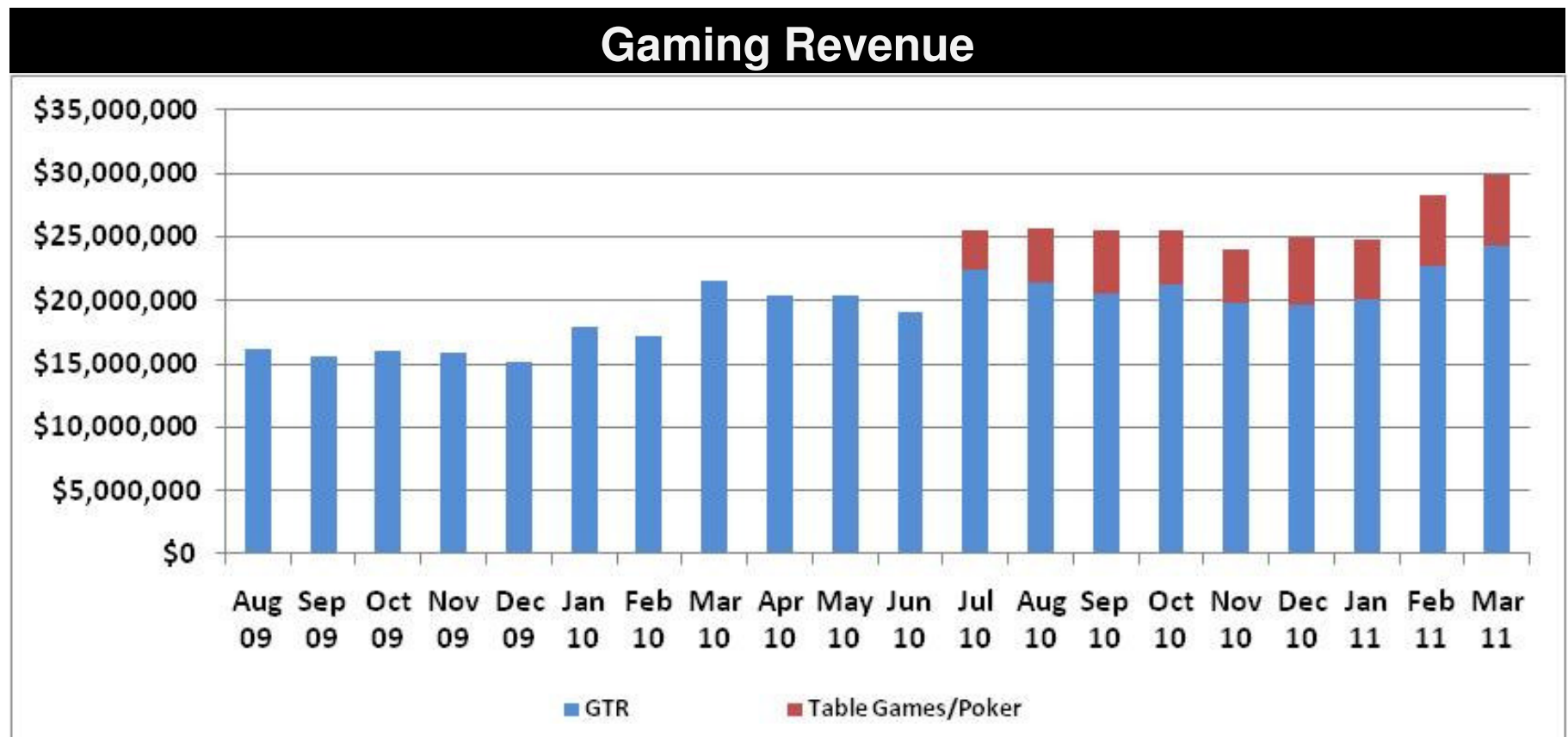
## Chief Operating Officer



# Economic Impact



- Since adding table games, Rivers has seen an increase of 30% in gaming revenue

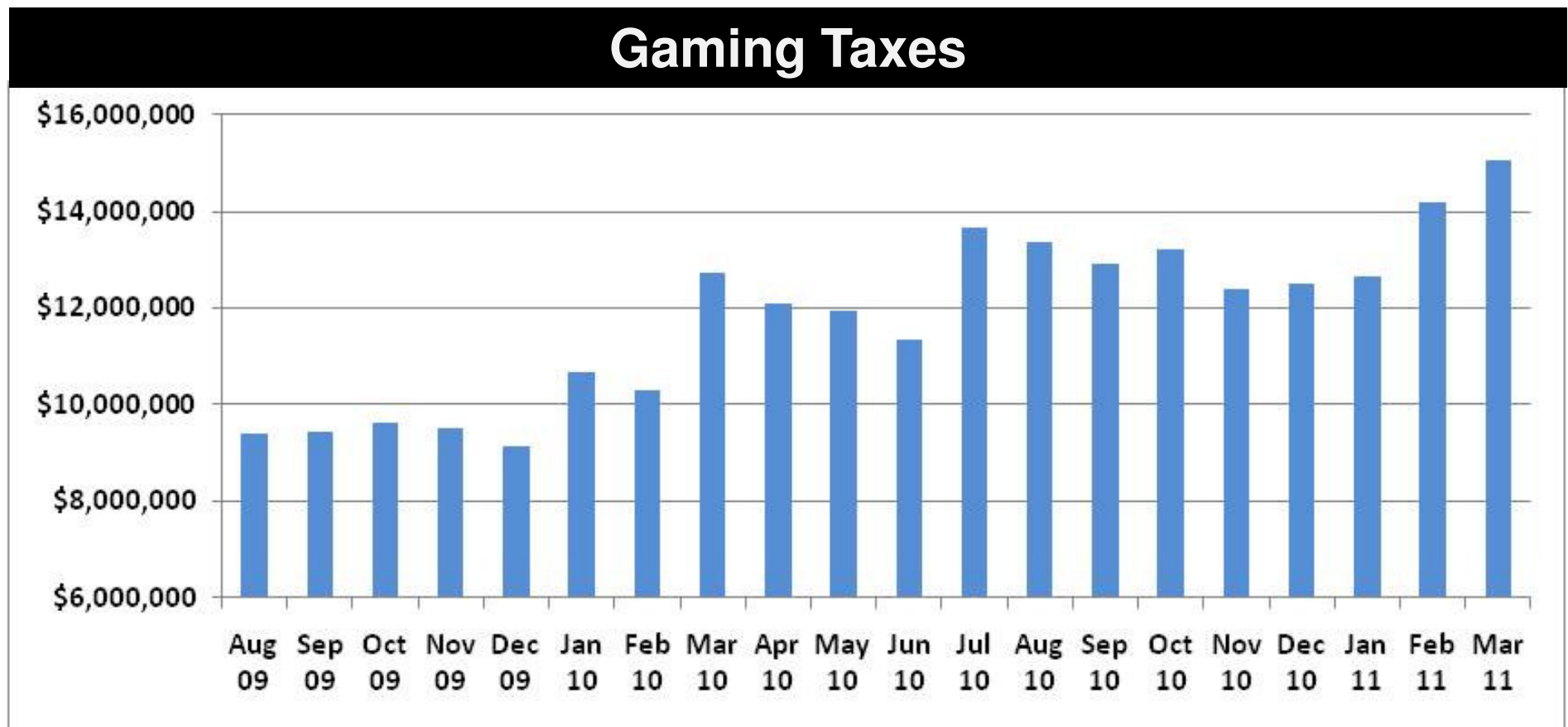


**generating additional tax dollars...**

# Economic Impact



- 60 % increase in gaming taxes March 2011 vs. September 2009





# Financial Restructuring

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## ■ June 2010

- Invested additional \$108M into project
  - Table games license and related equipment
  - Reduced senior debt
  - New banquet space and Italian restaurant concept



# Andre Barnabei

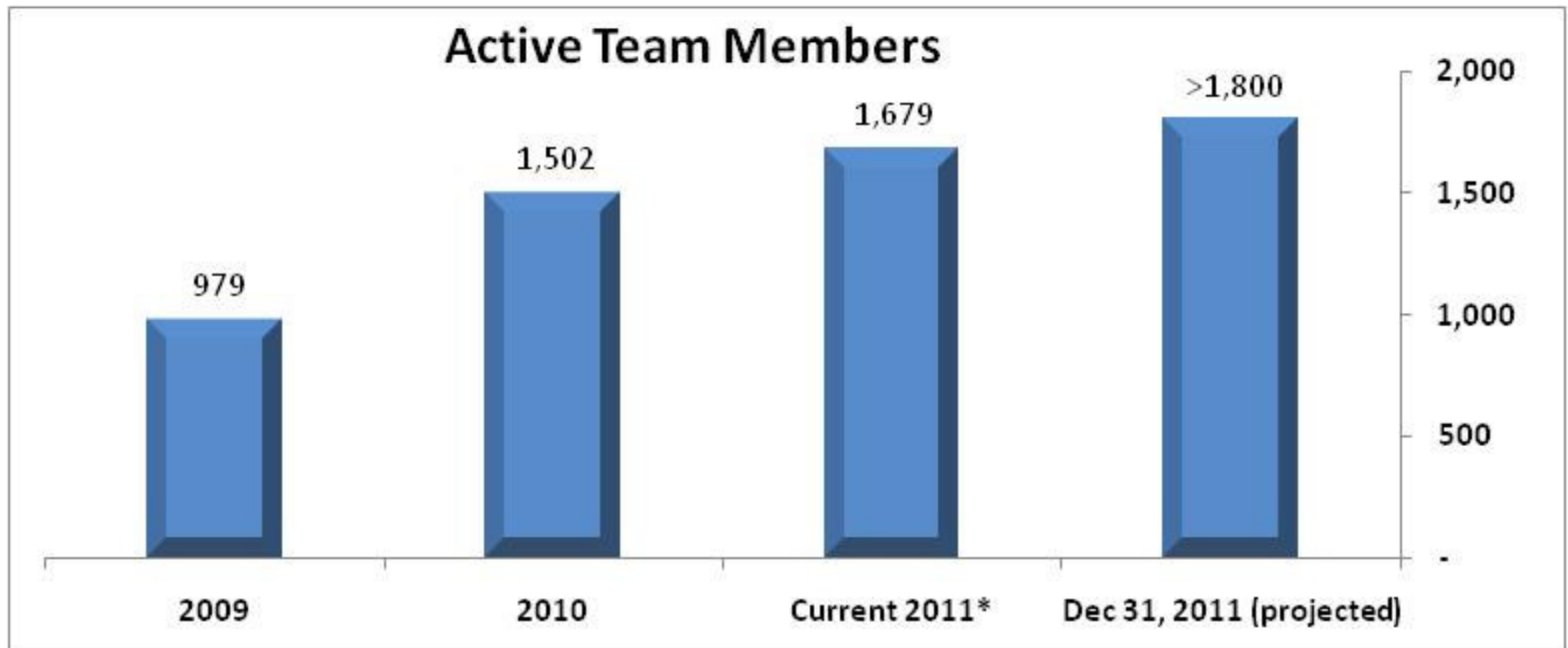
VP of Human Resources



# Employment Statistics



## Job Creation



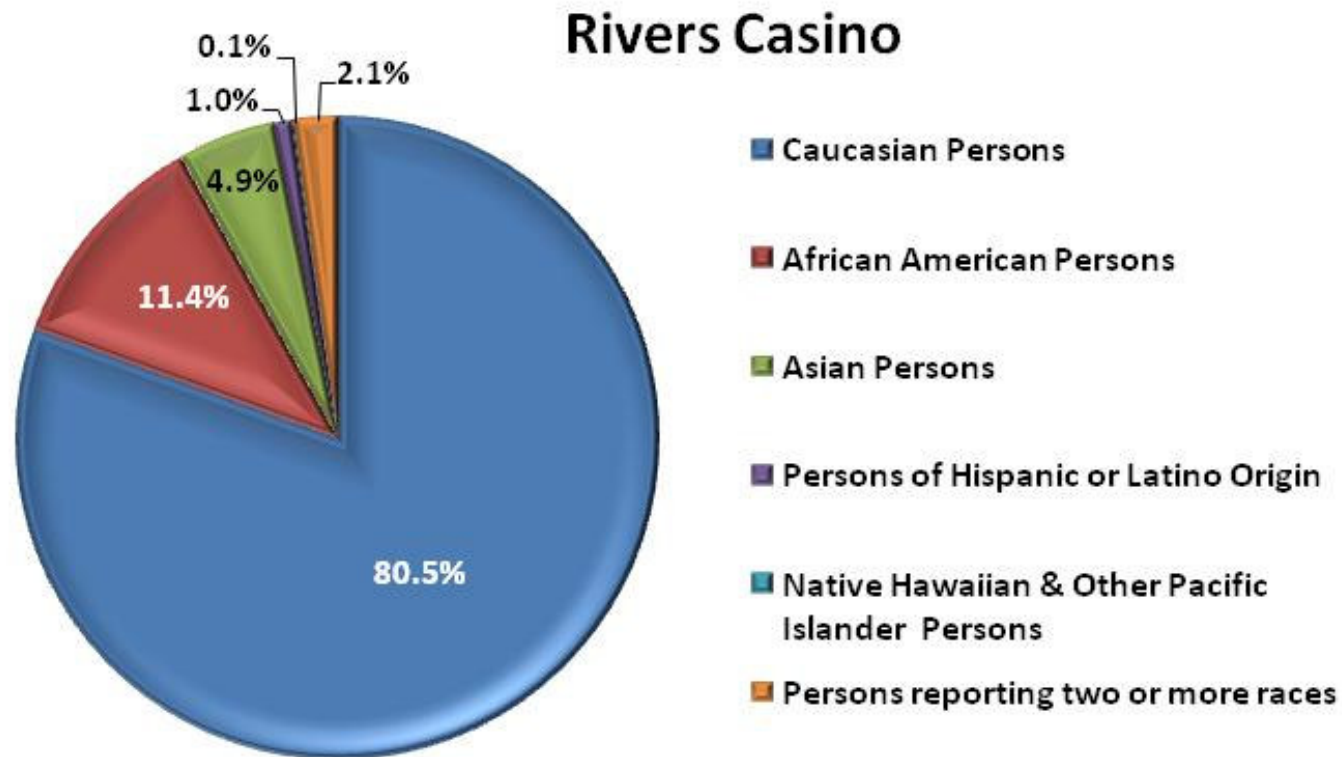
\*As of 4-18-11

- **2011 development plans and increased business volumes will continue to create job opportunities**

# Employment Statistics



## ■ Rivers Current Ethnicity Demographics:



- \*Minorities employed - 19.5% for Rivers Casino vs. 16.5% for Allegheny County

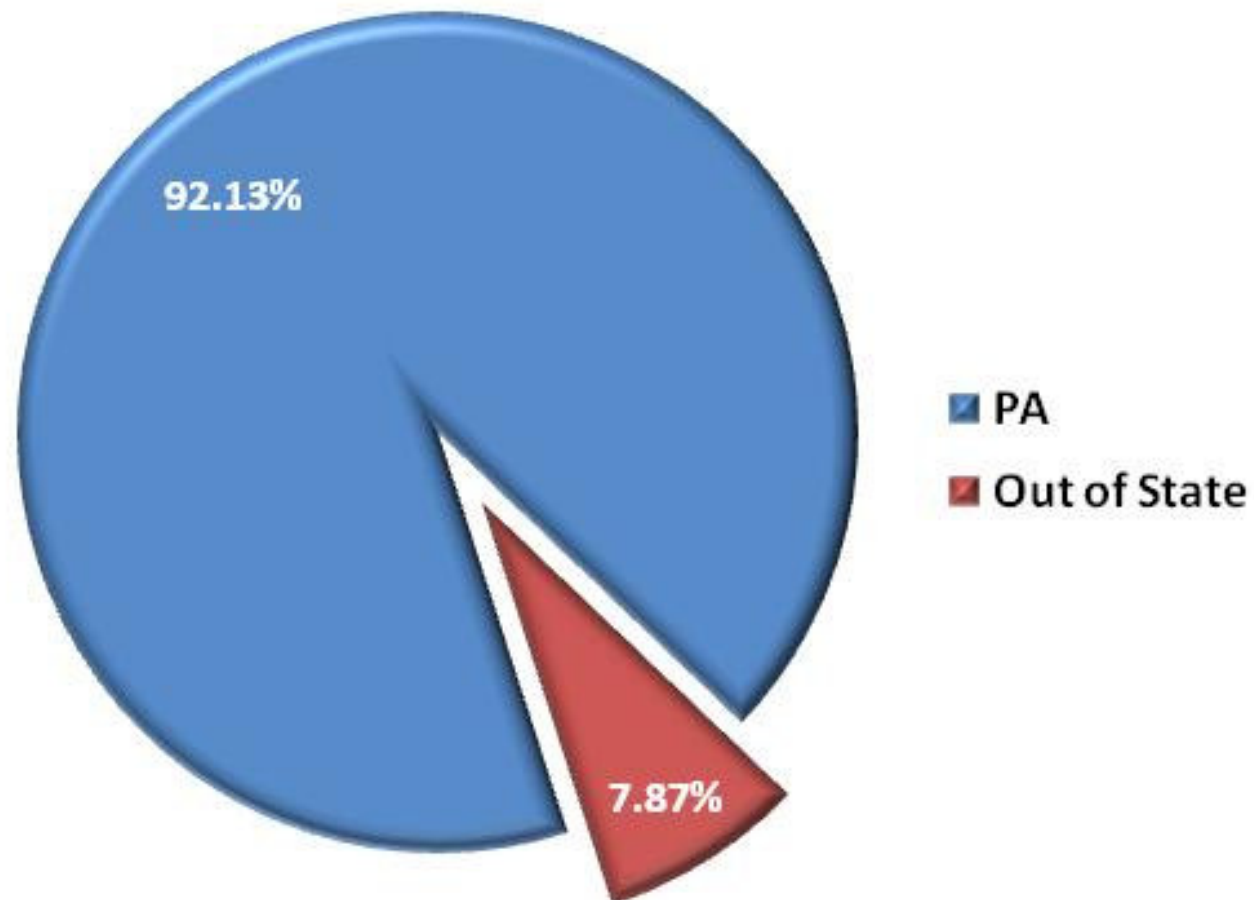
\*Based on most current data available



# Employment Statistics



## ■ Rivers Team Members Who Are PA Residents\*:

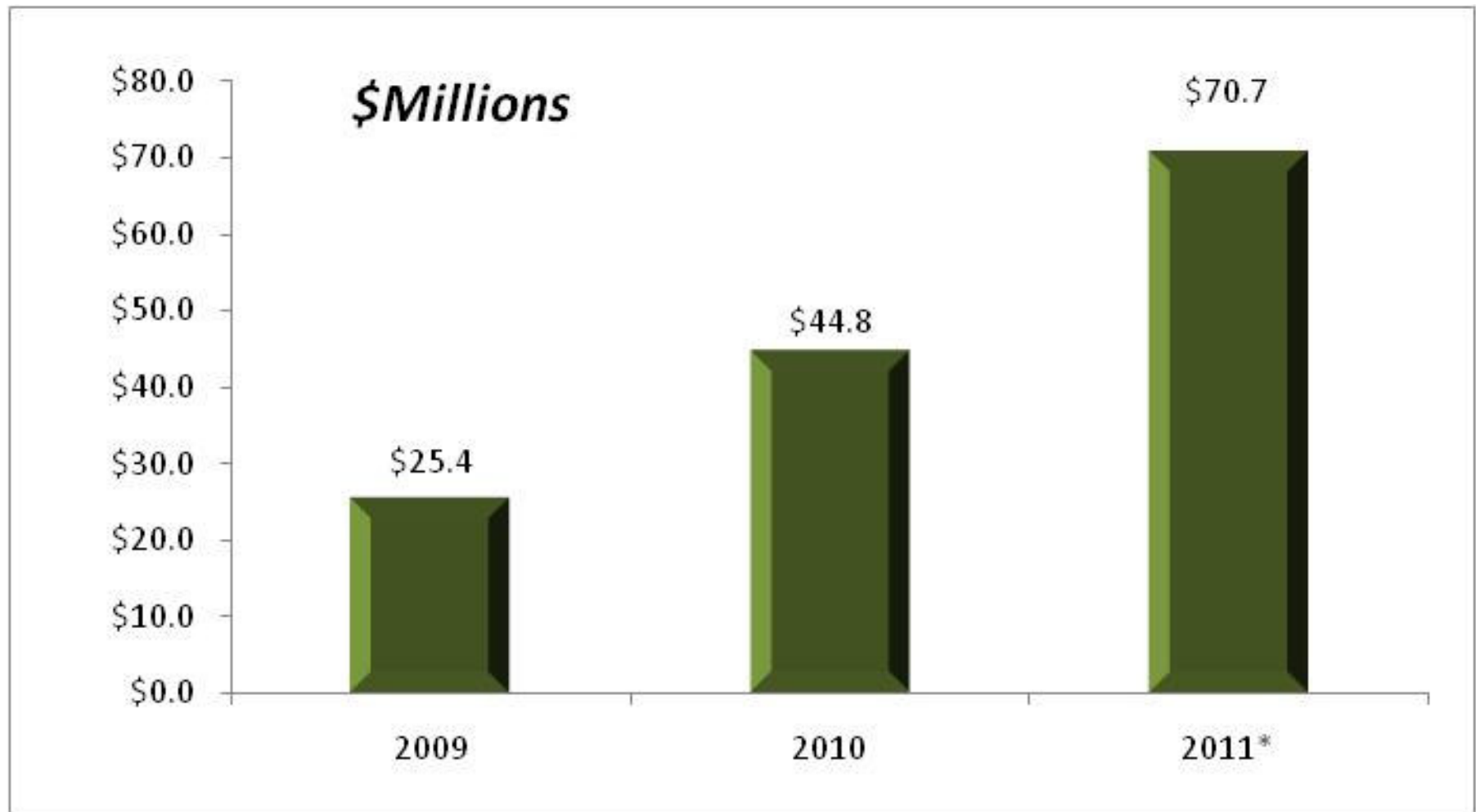


\*Data as of: 4-15-11

# Employment Statistics



## ■ Rivers Salaries, Taxes & Benefits:



\*Annualized Data as of March 31, 2011, includes gratuities.



# Career Growth Opportunities

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- ❑ Number of internal promotions & transfers to date: **Over 350!**
  
- ❑ Examples: “Stacey Novi – HRIS Specialist”
  
- ❑ Personal Story:
  - Jung Soon Kim
  - Don Locke
  - Trina Leonard
  - Felix Diaz

# Recruitment Outreach Efforts

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- ❑ **Northside Leadership Conference**
- ❑ **Urban League of Pittsburgh**
- ❑ **Bethlehem Haven/Project Employ**
- ❑ **Catholic Charities**
- ❑ **Bidwell Training Center**
- ❑ **The Hispanic Center of Pittsburgh**
- ❑ **Jewish Family & Children Services**
- ❑ **Goodwill of Pittsburgh**
- ❑ **Life's Work of Western PA**
- ❑ **Mon Valley Initiative**
- ❑ **Blind & Visions Rehabilitation Services**
- ❑ **Re-Employment Transition Center**
- ❑ **Springboard Kitchens**
- ❑ **The Work Center**
- ❑ **Community College of Allegheny County**
- ❑ **Easter Seals Western PA**
- ❑ **Robert Morris University**
- ❑ **Indiana University of PA**
- ❑ **University of Pittsburgh**
- ❑ **Penn State University**
- ❑ **Art Institute of Pittsburgh**
- ❑ **LeCordon Bleu**
- ❑ **The Bradford School**
- ❑ **California University of PA**
- ❑ **Pittsburgh Technical Institute**
- ❑ **Douglas Education Center**
- ❑ **ITT Technical Institute**
- ❑ **Kaplan Career Institute**

# Recruitment Efforts





# Recruitment Efforts

## ■ Table Games Schools:

- Facilitated four schools to date including a current school
- No tuition costs

## ■ Dealer School Statistics:

- Internal Graduates: >80
- External Graduates: >300
- Current Students: >50





# Joe Martin

PA Director of Procurement &  
Supplier Diversity

# Supplier Diversity



| <i>\$000's</i>                  | Trailing 12 Months |       |
|---------------------------------|--------------------|-------|
|                                 | Spend              | %     |
|                                 |                    |       |
| Minority/Women Owned Business   | \$1,900            | 9.6%  |
|                                 |                    |       |
| Local Business Enterprise (LBE) | \$14,700           | 73.9% |
|                                 |                    |       |
| Total Pennsylvania              | \$16,900           | 84.8% |

Non construction spend



# Supplier Diversity



## ■ Minority Outreach & Inclusion

- Group Leader Meetings
  - African American Chamber Of Commerce
  - Diversity Business Resource Center
  - Northside Chamber Of Commerce
  - Northside Leadership Conference
  - State Representative Jake Wheatley
  - Western Pennsylvania Minority Supplier Development Council
- Group Membership Presentations “How To Do Business With Rivers Casino”
  - Northside Chamber Of Commerce
  - Northside Leadership Conference
  - Western Pennsylvania Minority Supplier Development Council



# Supplier Diversity

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## ❑ Quarterly Bid Meetings:

- Upcoming Bids
- Bid Response Forms

## ❑ Tier II:

- Top Non-Minority/Women Business Enterprises
- National Minority Supplier Development Council
- Women's Business Enterprise National Council

## ❑ Due Diligence:

- Certified MBE
- 3<sup>rd</sup> Party Certification M/WBE and LBE's

## ❑ Website:

- Terms & Conditions
- Bid Opportunities

## ❑ Tracking & Reporting:

- Purchase Orders
- Diversity Bids
- Diversity Awards

# Suppliers

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# Clare Meehan

## President and CEO



# Suppliers

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## Shane Hall

### Sales Manager



# Rhonda Gilchrist

## VP of Compliance

# Problem and Underage Gaming

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- ❑ Zero tolerance
- ❑ Measures implemented
  - Training
  - Signage and overhead announcements
  - High volume days
- ❑ Statistics
  - Issued 146,294 wristbands YTD 2011







# Andre Barnabei

VP of Human Resources

# Community Support

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- ❑ **Sports and Exhibition Authority**
  - \$7.5 Million Annually – \$225 Million over 30 Years



# Community Support



- ❑ **Northside Leadership Conference**
  - \$1 Million Annually – 3 Years





# Community Support



## ■ Hill District

- \$1 Million Annually – 3 Years



# Community Support



**Donations/Contributions: \$9,726,901\***

## **Beneficiaries/Recipients:**

- Sports & Exhibition Authority
- Northside Leadership Conference
- Hill District
- Dapper Dan Charities
- Urban League of Greater Pittsburgh
- Allegheny General Hospital
- Allegheny County World War II Memorial
- Riverlife
- Junior Achievement of Western PA
- Northside Chamber of Commerce
- Cystic Fibrosis Foundation
- NAACP
- NorthShore Community Alliance
- Greater Pittsburgh Central Blood Bank
- Cystic Fibrosis Foundation of Pittsburgh
- Boys & Girls Club of Greater Pittsburgh
- Victims of Violent Crime
- Crisis North
- Friends of the Riverfront
- East End Ministries
- Manchester Historical Society
- Manchester Bidwell Corporation
- Carnegie Library of Pittsburgh
- African American Chamber of Commerce
- Pittsburgh Downtown Partnership
- Amen Corner
- Mario Lemieux Foundation
- Greater Pittsburgh Food Bank
- Light of Life Ministries
- Northside Lions Club
- Council of Compulsive Gaming
- Three Rivers Regatta
- American Red Cross & Japan Relief Fund
- Toys for Tots – US Marine Drive
- Women's Place
- Veterans Hospital of Western Pennsylvania

\*August 09 to current

# Team Members Community Support



## 2011 Completed Projects:

- ❑ Greater Pittsburgh Community Food Bank
- ❑ East End Ministries Co
- ❑ NorthShore Community Alliance
- ❑ Veterans Hospital of Western Pennsylvania



## 2011 Proposed Projects:

- ❑ Manchester Citizens Corporation
- ❑ Riverlife
- ❑ Botanical Gardens
- ❑ The Pittsburgh Project
- ❑ Northside Leadership Conference - Trashapalooza





# Team Members Community Support





# Community Speakers

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## Mark Fatla, Esq.

**Executive Director**

# Community Speakers

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**Carol Washington**  
**Executive Director**

# Community Speakers

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**Stanley Lowe**  
**Managing Director**



# Community Speakers

## ***Rivers Casino and Central Blood Bank Partners for Life***

- Total of 770 units collected in 2010
  - Rivers Casino – Ranked 19th in top 20
- Participants in the Community Blood Program 2010**
- One day's blood supply to the Greater Pittsburgh Area equals 600 units
  - 2310 patients lives saved by Rivers Casino blood program
  - Rivers Casino actively advertises blood drives both internally and externally
  - The casino offers incentives to entice donors

## **Randy Lugares**

**Director of Marketing Development**

**CENTRAL BLOOD BANK**  
Brighten Life





"...accountability,  
integrity and respect"

# CITY OF PITTSBURGH

*Department of Public Safety & Bureau of Police*

*Luke Ravenstahl, Mayor & Nathan E. Harper, Chief*



May 2, 2011

Rivers Casino  
George F. Matta II  
777 Casino Drive  
Pittsburgh, PA 15212

Dear Mr. Matta,

It has been the pleasure of the Pittsburgh Bureau of Police to work with the staff of the Rivers Casino. Since the opening of the Casino on the North Shore we have built a successful working relationship with the security staff as well as the Pennsylvania State Police at the facility.

Year to date the Bureau of Police (Zone 1) has realized a decrease of -17% in Part I Crimes on the North Side which is inclusive of the North Shore from March 2010 - March 2011. YTD 2010 - YTD 2011 we have realized a -4% decrease overall in Part I Crimes on the North Side. The Bureau has not realized any adverse criminal complaints/activity in our jurisdictional area at the Casino or the North Shore community..

The Casino has increased the visitation to the North Shore community and we will continue to maintain this community as a safe and enjoyable environment.

Sincerely,

Nathan E. Harper  
Chief of Police

PITTSBURGH POLICE HEADQUARTERS • 1203 WESTERN AVENUE • PITTSBURGH, PA 15233  
Phone: 412-323-7814



# Conclusion

